GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:938
ANSWERED ON:29.04.2016
Government Advertisements
Verma Shri Rajesh

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the details of the policy/pattern being adopted by the Directorate of Advertising and Visual Publicity (DAVP) regarding Government advertisements, publications and other publicity material during each of the last three years;

(b) whether the certain percentage of funds allocated for dailies, weeklies, fortnightlies, monthlies and other newspapers/magazines covered under small and medium category in the policy framed by the Government has been fixed to any extent;

(c) if so, the details of the percentage fixed in this regard; and

(d) whether the Government proposes to provide all advertisements of DAVP and Ministries to small and medium scale newspapers and if so, the details thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING {COL RAJYAVARDHAN RATHORE (Retd.)}

(a) All advertisement activities of Directorate of Advertising and Visual Publicity (DAVP) are governed by the New Advertisement Policy, w.e.f. 2.10.2007, which is available on DAVP's website, www.davp.nic.in .

(b) & (c) Yes, Sir. DAVP ensures that a balance is maintained between various category of newspapers taking into account the circulation, language, coverage area etc. for effective dissemination of the intended message. For this purpose, the distribution of advertisements, in rupee terms, are as under:

Small − 15 % (Minimum).
Medium − 35 % (Minimum).
Big − 50 % (Maximum).

(d) No, Sir.

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